



WKG

ORDER

Print Date 09/24/12 Page 1 of 1

Flight Dates 09/25/12-09/30/12

Contract / Revision 260116 / MACK FOR SENATE

Original Date / Revision Agency Com 15%

09/24/12 09/24/12 Billing Contact

Advertiser POL/Connie Mack/R/Sen/FL
919 Prince Street
Alexandria, VA 22314

Agency John McLaughlin & Associa

Buying Contact Marianne Campbell Sales Office: PBI

**919 Prince Street
Alexandria, VA 22314**

Order Sep 00:20:00
Estimate # **500**
Alt Order # **06334944**
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL CAND
Product Codes PL-Senate-Republican
Priority P-2
Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 2000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	3	\$1,700.00	\$2,000.00	0.00	08/27/12	09/30/12	3	\$1,700.00	\$2,000.00
Totals	3	\$1,700.00	\$2,000.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 1	WKMG	09/25/12	09/28/12	Local 6 News	12-1230p CM	12-1230p	-TWTF--	:30	2	\$400.00	P-2	0.00	NM		2	\$800.00
				Local 6 News	12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		2	\$400.00			0.00						
E 2	WKMG	09/30/12	09/30/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM		1	\$1,200.00
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1	\$1,200.00			0.00						
														Totals	3	\$2,000.00